

I'Ja Wright

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EDUCATION

Columbia College Chicago – Chicago, IL

September 2021- May 2025

Major: Bachelor of Arts in Marketing

3.7 GPA

RELEVANT EXPERIENCE: WARDROBE STYLING | BROADCAST JOURNALISM | CREATIVE DIRECTION | EVENT PRODUCING | DIGITAL MARKETING

Professional Experience

Broadcasting & Social Media Strategist Intern

Illanoize Radio Station, Chicago, IL (December 2023 – Present)

- Produced engaging radio content and delivered effective on-air presentations.
- Developed and implemented social media strategies to grow audience engagement.
- Utilized analytics to measure the impact of campaigns and improve content.

Marketing Assistant

Career Center, Columbia College Chicago, Chicago, IL (September 2023 – May 2024)

- Created social media content and campaigns, boosting engagement across platforms.
- Assisted with event planning and execution, including virtual and in-person activities.
- Handled confidential student and employer information with professionalism.

Communication & Development Intern

Snow City Arts, Chicago, IL (June 2024 – August 2024)

- Designed and implemented communication strategies to promote arts education.
- Researched potential donors and crafted compelling grant proposals.
- Built partnerships with community stakeholders to amplify program impact.

Resident Assistant – First Year Experience (FYE)

Housing & Residential Experience, Columbia College Chicago (August 2023 – Present)

- Supported first-year students through community-building activities and mentorship.
- Mediated conflicts and connected students to campus resources.
- Planned and executed programming to foster inclusivity and academic success.

Intern – Louis Carr Foundation

Narratent Digital Marketing, Chicago, IL (June 2023 – December 2023)

- Managed social media accounts and created optimized content for multiple platforms.
- Analyzed data from digital marketing campaigns to identify areas for improvement.
- Collaborated with cross-functional teams to support strategic marketing initiatives.

Student Manager – Programming & Community

Student Diversity & Inclusion, Columbia College Chicago (December 2022 – June 2023)

- Mentored and supported students through programming and workshops.
- Organized campus-wide events and initiatives promoting diversity and inclusion.
- Collaborated with other departments to ensure event success.

Events Producer Intern

OAD Productions, Overflow Coffee, Chicago, IL (February 2023 – May 2023)

- Managed volunteer recruitment and day-of event operations.
 - Developed promotional materials and executed brand-awareness campaigns.
 - Built sponsorship contacts and partnerships for future events.
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Relevant Experience

Radio Host

WCRX Radio Station, Columbia College Chicago (February 2022 – May 2023)

- Produced, wrote, and hosted biweekly programs, including Vinyl Connects.
- Conducted live interviews and operated broadcast equipment.

Front of the House Intern

SBFW New York Fashion Week, Manhattan, NY (January 2021)

- Assisted designers and models backstage, ensuring seamless event operations.
 - Supported vendor setup and model lineup coordination.
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Leadership Roles

Student Representative

Board of Trustees, Columbia College Chicago (September 2023 – Present)

- Advocated for student concerns and interests during Board discussions.
- Provided feedback on policies and initiatives to improve the student experience.

L.E.A.D. Ambassador

Columbia College Chicago (September 2022 – December 2022)

- Planned and executed small to large-scale events on campus.
 - Managed social media channels to enhance student engagement.
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Skills

- **Professional:** Digital Marketing, Public Relations, Event Planning, Content Creation, Talent Management
- **Technical:** Google Workspace, Microsoft Office, Adobe Audition, GarageBand, Social Media Platforms (Instagram, TikTok, Twitter, Facebook)
- **Interpersonal:** Collaboration, Leadership, Creativity, Problem-Solving, Attention to Detail